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PHILADELPHIA 9, PA.

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November 20, 1961

LEHIGH UNIVERSITY-
OFFICE OF PUBLIC INFORMATION

Mr. Fred Kass
Radio Station WLRM
Lehigh University
Bethlehem, Pennsylvania

Re: Proposed FM Station

Dear Mr. Kass:

After reading the material which you so kindly supplied concerning the station's proposed FM project, a number of questions occurred to me. Since the committee has not yet met I would ordinarily be most hesitant to ask you to do any further work until I have had an opportunity to talk with the other members of the committee, and particularly with its chairman. However, I detected on your part a very earnest desire to proceed as rapidly as possible with consideration of the project. With that thought in mind, I am suggesting below a number of factors which are of considerable interest to me and which I would like to see further developed. Please understand that this is a personal (as distinguished from a committee) request.

Your prospectus appears to speak solely in terms of a commercial FM station operating in such a fashion that the reception areas encompass (1) an urban circular area having a 13.5 mile radius and (2) a rural circular area having a 39.0 mile radius. On the basis of this proposal, I have the following specific questions:

1. Under the proposal, will it be possible, under ordinary circumstances, for persons in the New York and Philadelphia metropolitan areas to receive station signals?
2. If the answer to Question 1 is no, is there any way in which either one or both of these metropolitan areas could be reached on the proposed frequency by a permissible increase in transmitter power, change in antenna design, increase in antenna height, or any combination of these?

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3. If the answer to Question 2 is yes, how would such changes affect your estimate of initial equipment costs and annual operating expenses?

4. If your answers to Questions 1 through 3 are for all practical purposes negative, a work sheet or chart would be very helpful on which is plotted, as the ordinate, all non-commercial educational FM channels and, as the abscissa, the distance in miles between the proposed tower and the tower locations of the nearest three or four existing stations operating on each such channel. It would probably be wise to also note the power, call letters and geographical location of each such station on the work sheet adjacent to the point representing the existing station. I understand that Broadcasting Magazine lists much or all of this information in at least one issue each year. If possible, broadcast contour information should be obtained for those stations on and adjacent to those channels which appear to offer the widest possible coverage from the proposed FM tower location.

Furthermore, it would be most helpful if you could have available from your technical experts an opinion ("off-the-cuff" if time considerations preclude a full study) concerning the feasibility of reaching either the Philadelphia or New York metropolitan areas (or both) on any available non-commercial channel or channels, ^{including} how the implementation of such an alternative would affect your existing estimate of initial equipment costs and annual operating expenses

I understand, of course, that you prefer to obtain a commercial rather than a non-commercial educational station license, and as I indicated to you, I have entertained that thought in the past myself. However, it seems inevitable that any action by the committee recommending the filing of a commercial station application would be construed (and I think properly so) as a finding by the committee that it had considered the non-commercial educational alternative and had found the commercial project to be more desirable from an overall University viewpoint. The

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foregoing information seems to me to be the very minimum information necessary before such a comparison can be made in a meaningful way.

I am returning the papers which you so kindly entrusted to me. If you have any questions concerning anything discussed in this letter, please feel free to call me at my office in Philadelphia.

With the very best of regards, I am

Sincerely yours,


William E. Zeiter

cc: Mr. Samuel I. Connor

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